

Naoise Farrell | MA Photography


Creative  
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11 - 19 Jun

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07971  
688076

\*BOWER\*

University  
of the  
West of  
England

part of the  
Frome Gateway  
Regeneration Project  
[www.fromegateway.co.uk](http://www.fromegateway.co.uk)



# wishing Penny well

what does  
the future of  
your local area  
look like?

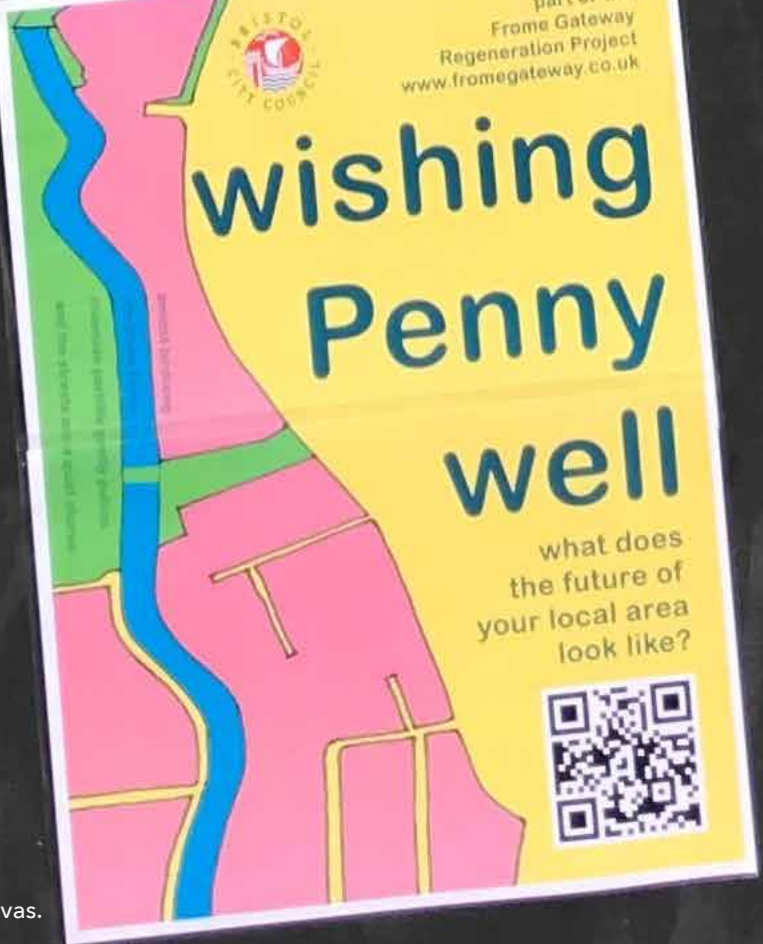



image: artist as canvas.  
08.06.22  
photo: Seth Richardson

**"Let your mind start a journey through a strange new world.  
Leave all your thoughts of the world you knew before.  
Let your soul take you where you long to be.  
Close your eyes.  
Let your spirit start to soar and you will live as you  
have never lived before."**

Erich Fromm (1900-1980)



# wishing Penny well

Project Report

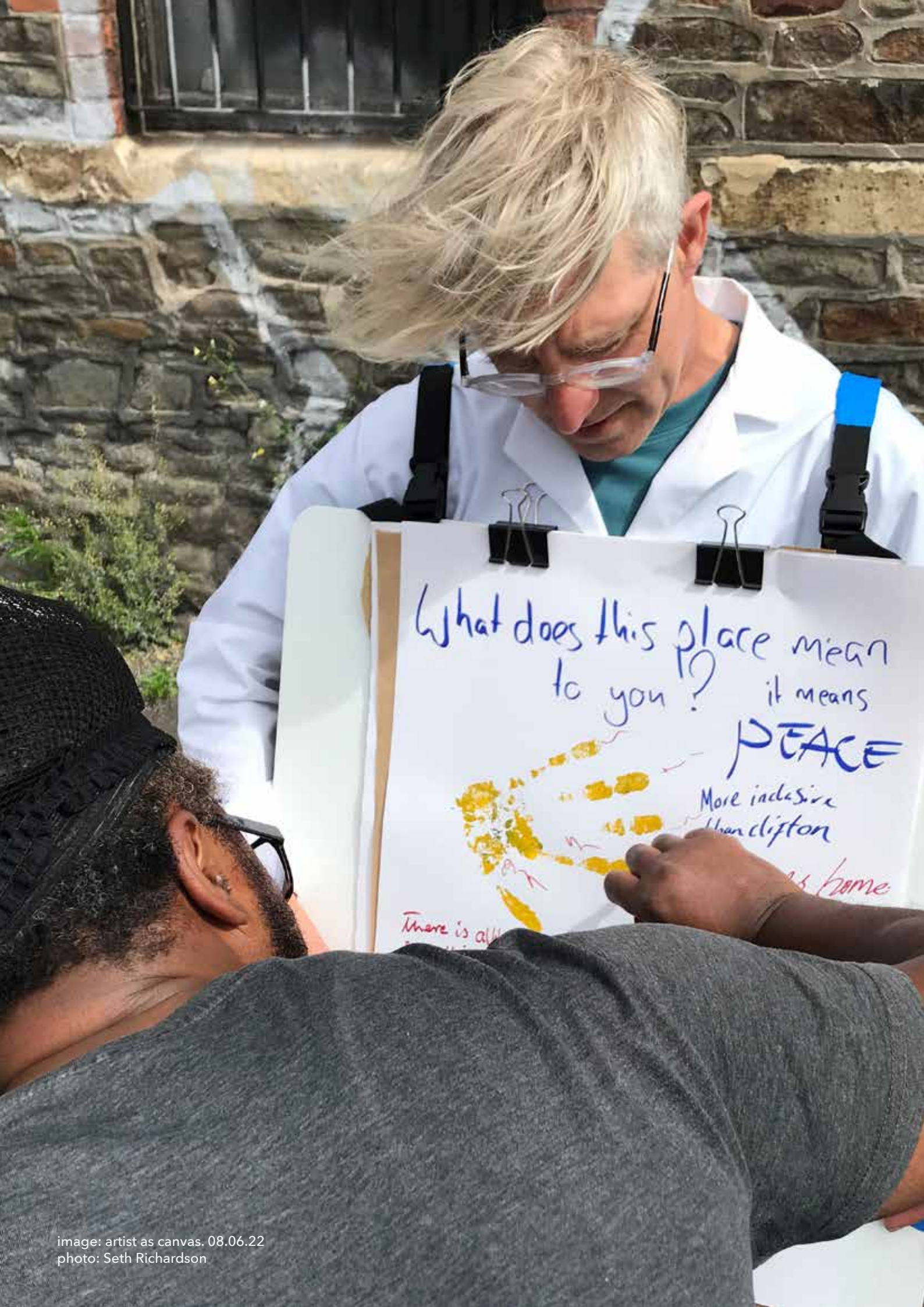
August 2022

Scott Farlow Artist Poet

**"Cities have the capability of providing something  
for everybody,  
only because, and only when,  
they are created by everybody."**

Jane Jacobs  
from  
'The Death and the Life of Great American Cities'  
(1961)

**wishing Penny well** was a creative co-production  
by Scott Farlow and Seth Richardson  
Inspired by and dedicated to the place and special people of St. Judes  
Devised and presented in the spirit of  
Francis Alÿs, Joseph Beuys and Ana Mendieta.



What does this place mean  
to you? it means  
**PEACE**  
More inclusive  
than Clifton  
as home  
There is all

image: artist as canvas. 08.06.22  
photo: Seth Richardson

A stylized map of a city with a river and various colored regions. The river is light blue and flows from the top left towards the bottom. The city is divided into several colored areas: light green, light pink, and light yellow. The text is centered on the right side of the map.

A Poem for the People and this Place

A  
resonant song  
in our city.

Beating  
to the tune  
of the rhythm of life,

a part  
of the bigger picture,  
beautiful in itself,  
with floating ghosts, gentle spirits,

and the river,  
humming in  
its own gentle time,

murmuring for  
and against  
the traffic,  
the motion and the movement then

a pause  
in the pulse  
for a moment,

the ebb and the flow, a kingfisher flash,  
the people, the breeze  
through the trees  
as they all come and go

Passing through,  
pausing  
and forever breathing in

new voices  
calling out  
for a new  
interweaving  
imagining  
illuminating  
the  
rich  
forever  
future  
flow

.....

*"This area is the part of Old Market that no-one really knows...."*  
(local resident)



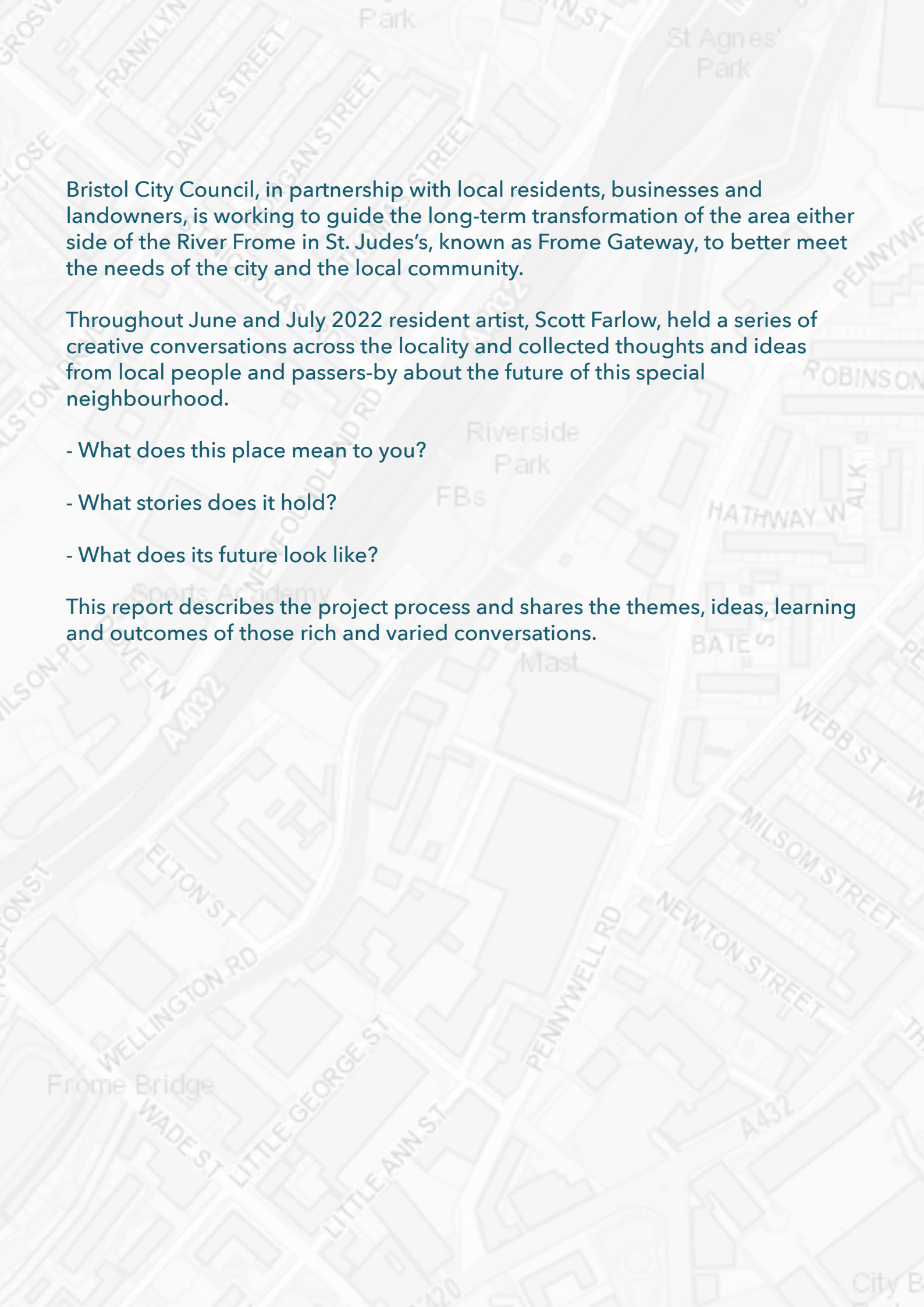
'April's View'



# Project Description







Bristol City Council, in partnership with local residents, businesses and landowners, is working to guide the long-term transformation of the area either side of the River Frome in St. Jude's, known as Frome Gateway, to better meet the needs of the city and the local community.

Throughout June and July 2022 resident artist, Scott Farlow, held a series of creative conversations across the locality and collected thoughts and ideas from local people and passers-by about the future of this special neighbourhood.

- What does this place mean to you?
- What stories does it hold?
- What does its future look like?


This report describes the project process and shares the themes, ideas, learning and outcomes of those rich and varied conversations.

image: AKOS and placard. Evening stroll. 06.07.22  
photo: Seth Richardson





image: collecting water from the river  
for the plants in the garden  
Wellington Road (car) park 20.07.22



# Premise of wishing Penny well

**BS5**

*"It is important for communities to be connected."*  
(local resident)

**wishing Penny well** was an imaginative, creative and immersive adventure; a deliberate - sometimes delicate - and experimental diversion away from conventional consultation methodologies and into uncharted waters.

Against a backdrop of long-term transformation of the area either side of the River Frome in St. Judes, known as Frome Gateway, the project set out to devise and test different approaches to public engagement. Our activities explored known and unknown local territories and textures in order to see this complex place in different ways and through different eyes. Part of the process was to gauge a broader understanding of how residents, businesses, passers-by and people passing through feel about it today and - significantly - what their aspirations are for its future.

This report briefly describes the multi-faceted project process, the themes and ideas that emerged through the many encounters and conversations, and culminates in a series of hopes and dreams - in the form of a Statement of Intentions (or manifesto) for the area. It is expected that these intentions will be useful in helping developers and decision-makers to sensitively shape an appropriate future vision (and reality) for the Frome Gateway by addressing social inequalities and the housing crisis, building the local economy and tackling the climate emergency.

Note: The title - '**wishing Penny well**' - was inspired by 'Pennywell' Road and a recent story about the discovery of a well beneath the playground at St. Nicholas of Tolentine School.

In earlier times, Pennywell Road was one of several paths that crossed the Earls Mead (or water meadow) and would have led to the Pennywell, or Paniwell, which was 'a local source of fresh water first recorded in the 1200s'. The exact location of this former well is unknown, but it would be lovely to think that it is somewhere close by.

(ref. The Frome Gateway Story)

Further note: Water is a source of all life and, in times of drought (such as now), a scarce and valuable commodity. Springs and wells are sacred places that host deities. Such gifts of nature and the gods are thought to hold both wisdom and special powers; hence why, in exchange for a gift, a wishing well may grant a spoken wish, a dream, a hope for a better future.

And so, we are wishing Penny well and pray that many of the thoughtful and imaginative ideas that were generously shared with us will be acknowledged and created into being as part of the long-term transformation of the Frome Gateway.

Scott Farlow Artist Poet August 2022



image: sound in the city  
artist playfulness with stick in the spirit of Alj's

# IMPORTANT NOTICE



part of the  
Frome Gateway  
Regeneration Project  
[www.fromegateway.co.uk](http://www.fromegateway.co.uk)

## wishing Penny well

what does  
the future of  
your local area  
look like?



image: important notice and watering can in the garden Wellington Road (car) park. 20.07.22



IMPORTANT NOTICE

Wishing Penny well

what does the future of your local area look like?



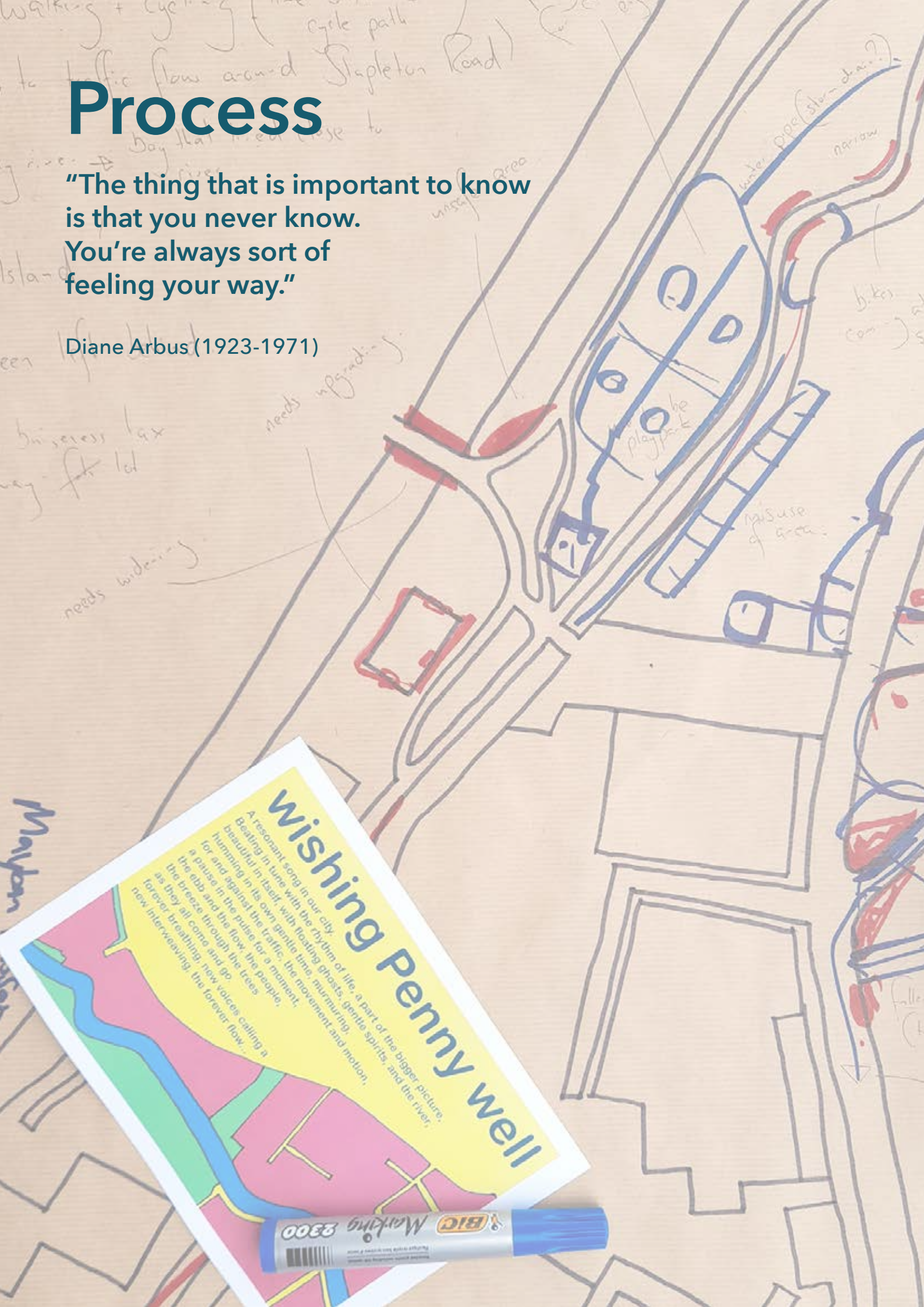
image! the pocket park under the alder trees at the junction of Pennywell Road and Goodhind Street. 22.06.22



# Process

"The thing that is important to know is that you never know. You're always sort of feeling your way."

Diane Arbus (1923-1971)



**wishing Penny well**

A resonant song in our city,  
Beating in tune with the rhythm of life, a part of the bigger picture,  
humming in its own gentle time, murmuring,  
for and against the traffic, the movement and motion,  
a pause in the pulse for a moment,  
the ebb and the flow, the people,  
the breeze through the trees  
as they all come and go  
forever breathing, new voices calling a  
now interweaving the forever flow...

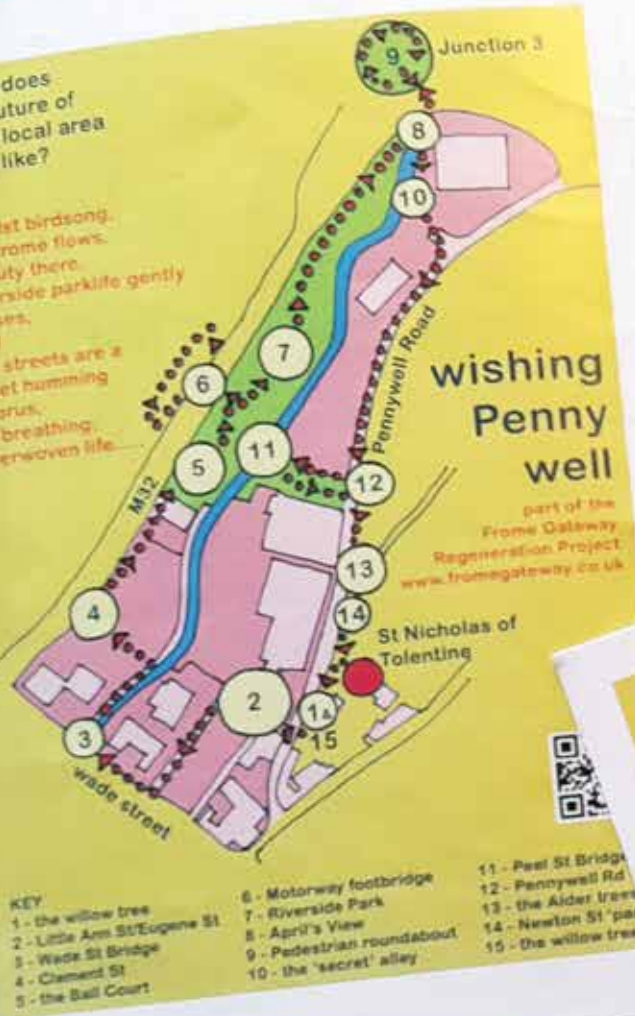


# Wishing Penny well

what does the future of your local area look like?

what does the future of your local area look like?

amidst birdsong, the frome flows, beauty there, riverside parklife gently pulses, and the streets are a quiet humming chorus, all breathing interwoven life.



Wednesday 15th June 2022

Welcome Friends

Today we are explorers. Exploring familiar and unfamiliar terrain. Everyday we are artists and poets.

We will be walking together and paying attention to the world around us. Today we will all be awake to the sights, the textures, the smells, the voices, the 'feel' of different spaces across our neighbourhood.

Sometimes we will pause for a moment. To be there, right in it. In the moment. Sometimes we will merely pass through. But, at all times, we will be present.

Our work together  
Your work together

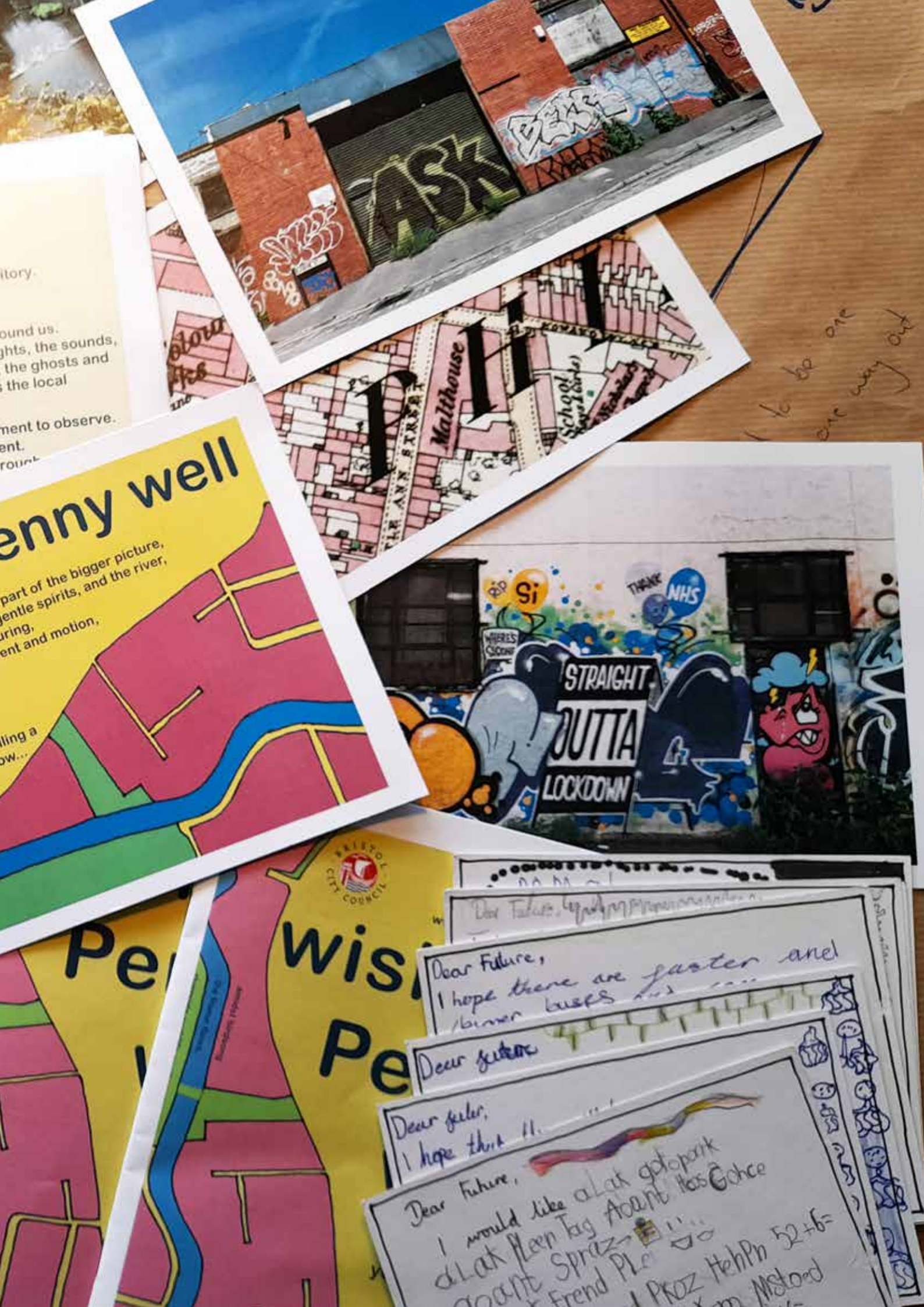
# wishing Penny well

A resonant song in our city. Beating in tune with the rhythm of life, a beautiful in itself, with floating ghosts, humming in its own gentle time, murmuring for and against the traffic, the movement, a pause in the pulse for a moment, the ebb and the flow, the people, the breeze through the trees as they all come and go. forever breathing, new voices call, new interweaving, the forever flow.

POST CARD  
TO: THE FUTURE  
FROM: THE GATEWAY REGENERATION PROJECT  
BRISTOL MUSEUM + ART GALLERY  
% THE ARTS DEVELOPMENT TEAM FRONT OFFICE  
QUEENS ROAD, BRISTOL  
POSTCODE: BS8 1RL

% THE  
QUEENS ROAD  
POSTCODE: BS8 1RL

POSTCODE: BS8 1RL



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ound us.  
ghts, the sounds,  
the ghosts and  
the local  
ment to observe.  
ent.  
rount



to be one  
one way out



Dear Future,  
I hope there are faster and  
thinner buses and...

Dear future

Dear future,  
I hope that it...

Dear future,  
I would like a Lat go to park  
a Lat sleep tag about 100 Gohce  
about Spraz  
Friend Ple  
I Proz HehPh 52+6  
Xm Mstoad

The creative means and methods of public engagement for wishing Penny well were intentionally experimental. The project provided imaginatively different ways of meeting people on site and in-situ that offered playful and interactive alternatives to more formal and conventional consultation exercises.

An imperative of the process was to be physically present and active in the area and to co-create varied opportunities ('happenings' and interventions) for face-to-face public encounters, interactions and exchange. In other words, to facilitate different ways of meeting different people at different times and in different places across the neighbourhood. It felt important to be inclusive, responsive and alive to the potential that the place and its people offered - to go with the flow and to actually listen to the heartbeat, the rhythm and reflections of the locality.

The programme of public happenings took place over two months (June and July 2022) and comprised both mobile and static installations. The activity included:

- the 'artist as canvas'
- the creation of small temporary (static) gardens/pocket parks
- a walking tour (evening stroll), and,
- a public display of findings

There are photographs of the various interactions throughout this report.

It is important to note that in being present, the project reached and connected with many different people, across generations and from many different cultural backgrounds. Participants ranged from long-term residents to new members of the community, and included employees and volunteers at local businesses, commuters and passers-by, regular park users, children and young people, people that go to the local mosque and people that go to the local pub. The common thread was a genuine interest in engaging and sharing thoughts, issues, ideas, hopes and dreams.

These 'chance' encounters were complemented with a day of walking and creative conversations with Year 6 pupils at St. Nicholas of Tolentine School and underpinned by on-going artist and client research, personal explorations, conversations and ponderings.

The process thus evolved in a spirit of openness, fluidity and spontaneity. Each 'happening' was carefully considered and co-curated and offered a different way of animating and interacting with the place and its multitude of living and non-living things.

Some happenings were more successful than others but, ultimately, the project now offers a number of important learning experiences that can be folded into future public engagements - both for the on-going conversations about the Frome Gateway transformation and, potentially, in the collective shaping of other development initiatives elsewhere across the city.

These 'learnings' are included in this report as reflections and recommendations.

This was a short commission and a significant undertaking, but the value of being physically present and in-situ throughout the timeframe cannot be overstated. An important point to stress here is the need for the artist to connect with the local area by dwelling awhile, by walking through and really paying attention to its geography, context, users and characteristics.



By observing, engaging with and trusting in the process, participants shared their perceptions and ideas honestly and openly, as the place itself revealed much of its potential for change and adaptation.

By really looking, listening and feeling a gentle, yet imaginative and unexpected way through the neighbourhood, this forgotten little part of town willingly revealed its secrets, wonders and potential. We were blessed indeed.



images: examples of the qualities, textures, spatial character and local distinctiveness of the neighbourhood.





images: examples of the qualities, textures, spatial character and local distinctiveness of the neighbourhood.





images: examples of the qualities, textures, spatial character and local distinctiveness of the neighbourhood.









A Co-created Poem

## Our message to you

Be kind,  
Be yourself.  
Have fun.

Be lovely,  
Like the apple tree,  
In the rhythm of life  
Be yourself.

Play together.  
The eyes are looking up  
And out  
At nature.  
And back at all of us.

Be calm,  
Be peaceful,  
Be yourself.

The future is  
A colourful rainbow,  
Where each colour represents  
All of the plants and  
All of the animals and  
Nature is entwined in the buildings.

Be yourself.  
Be the future.

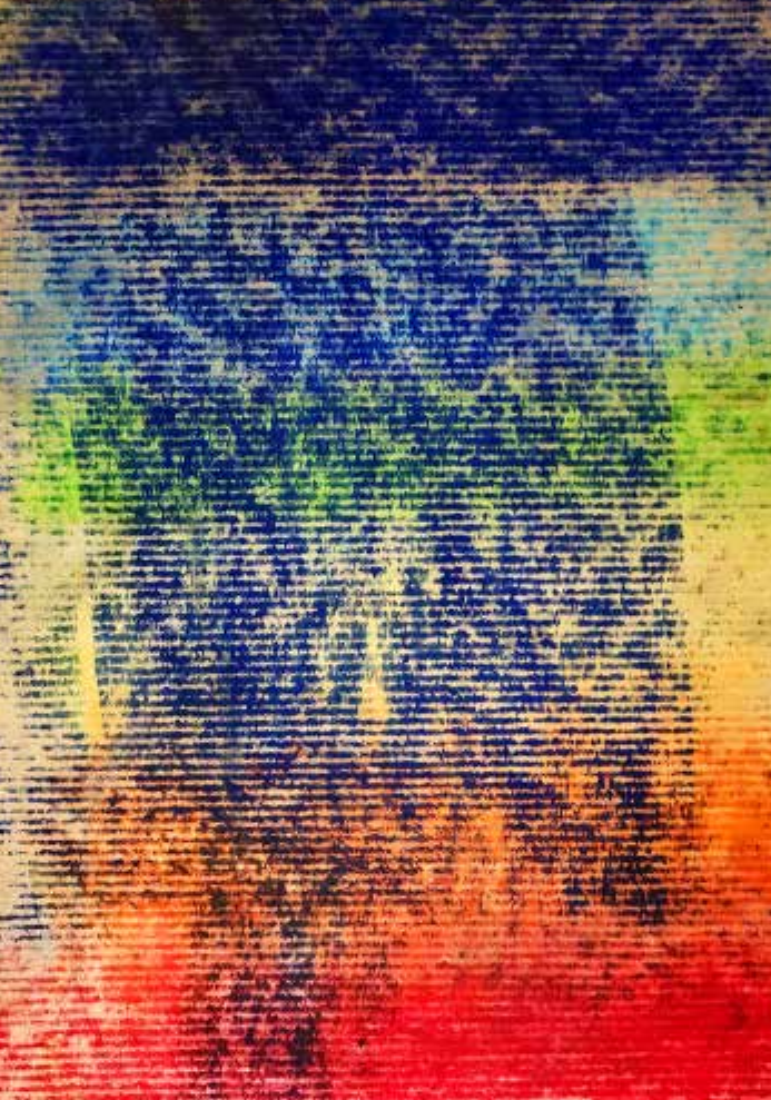
"Protect your self in these shallow, but deep waters, because no one will do it for you. Do it your self."

Year 6  
St. Nicholas of Tolentine School  
Artists and Poets All



images: artworks produced by Year 6 pupils of St. Nicholas of Tolentine Primary School. 15.06.22





images: artworks produced by Year 6 pupils of St. Nicholas of Tolentine Primary School. 15.06.22





image: artist and participant in the Wellington Road (car) park  
20.07.22. Photo: Seth Richardson

# the Value of the Process

PROCESS IS MORE IMPORTANT THAN OUTCOME.  
When the outcome drives the process we will only ever go to where we've already been.  
If process drives outcome we may not know where we're going, but we will know we want to be there.

From An Incomplete Manifesto for Growth  
by Bruce Mau (1998)



Such an immersive and sustained process highlighted and emphasised the following key points about the local area:

1. Whilst the Frome Gateway appears forgotten, fragmented, disconnected and isolated, it is, in fact, a critical and self-contained anchor point between different and differing adjacent neighbourhoods.

Significantly, the area has retained a number of important and distinctive characteristics of its own, such as; the River Frome, Pennywell Road, the 'industrial' architecture and fragments of heritage around Eugene Street, Little Ann Street and Vestry Lane (including the materiality and qualities of a number of buildings and streetscapes), the vibrancy and 'aliveness' of the mosque and a growing multi-cultural offer, Riverside Park and other smaller, but no less significant public spaces, as well as flourishing habitats and urban wildlife.

Evidence of this local distinctiveness is found in images throughout this report.

2. Each feature - no matter how seemingly trivial, subtle or inconsequential - contributes to the whole and, in combination, offers potential for sensitive enhancement and imaginative integration; provided they can retain their special qualities, texture, functionality and character.

Here, and in acknowledgement of this rich fabric, there is a rooted, recurring and understandable fear of homogeneity (as shared by many participants) - thus of not losing the familiarity and grain of what is important here, no matter how small or seemingly insignificant - to the whims, will or ignorance of development and/or political and economic pressure.

3. This local (and locally distinctive) potential is recognised and underpinned by the perception, experiences, ideas and vision of the citizens themselves.

This was expressed in their clear understanding of what is already good about this place, a sensitivity towards the inevitability of change and a general awareness of the wider issues and implications of future development in terms of, inter alia, a fear at the loss of the diverse local character and community spirit through gentrification and the resulting increased pressure on local amenities and services.

In other words, a dilution, erosion and loss of a sense of place, community and distinctiveness.



4. A related point is the need to acknowledge, retain and nurture local connections and respect the need for on-going and authentic inclusivity.

This feels particularly important as the community (inevitably) grows and is therefore an appeal to simultaneously acknowledge existing communities whilst welcoming and embracing new faces. Good growth is important.

5. An additional, and profoundly important recurring message from the conversations was how much people respect and value their proximity to the immediacy of nature in the local context.

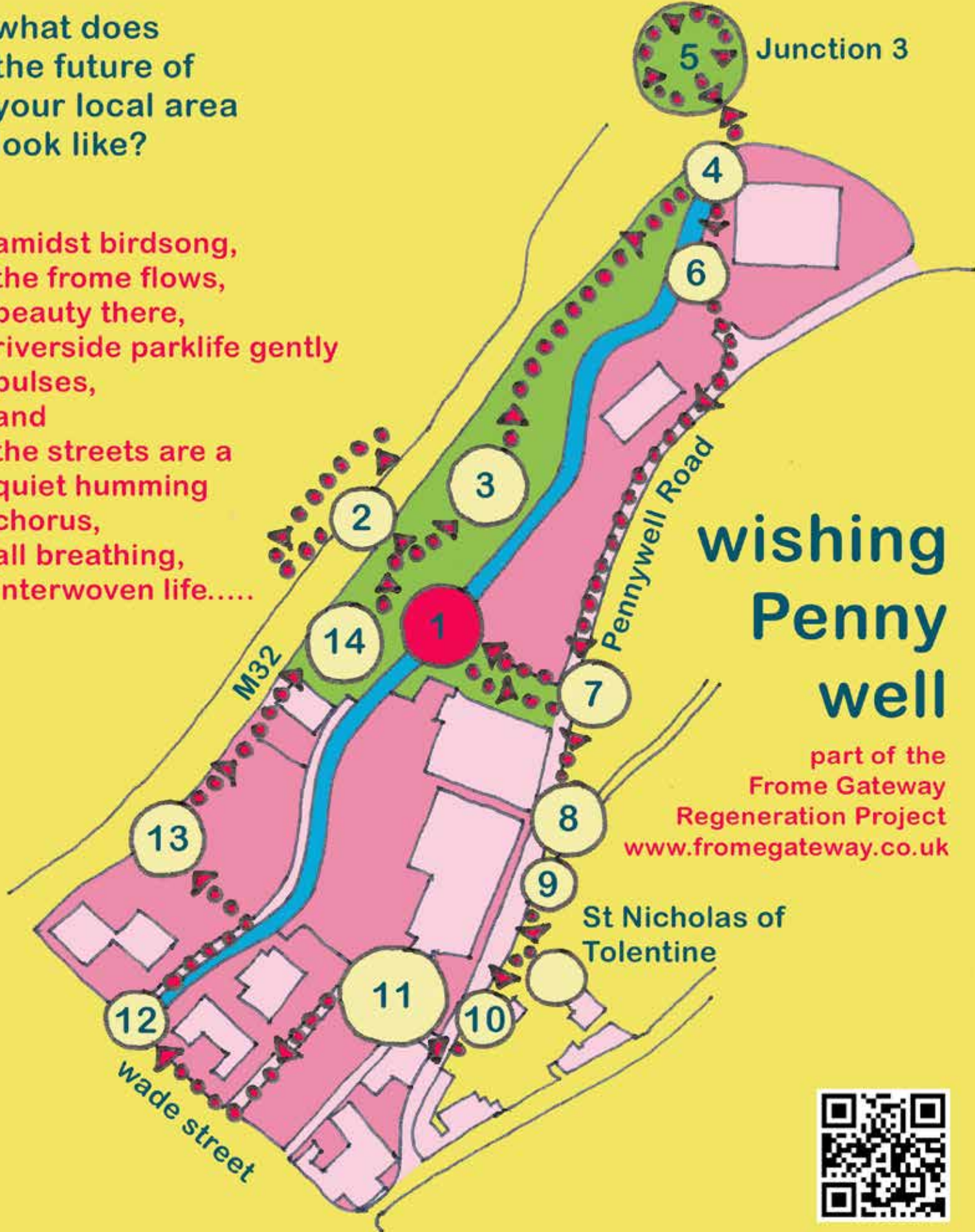
There were many appeals for nature and wildlife to be protected, enhanced and made more accessible in the future. Witnessing a kingfisher in the willows on the Frome at Riverside is clear evidence of this need for ecological sensitivity.

6. Finally, it is apparent that local people (and others) valued the gentle, varied, interactive and direct methodologies of the creative engagement process and chance encounters provided by wishing Penny well.



what does  
the future of  
your local area  
look like?

amidst birdsong,  
the frome flows,  
beauty there,  
riverside parklife gently  
pulses,  
and  
the streets are a  
quiet humming  
chorus,  
all breathing,  
interwoven life.....



# wishing Penny well

part of the  
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Regeneration Project  
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## KEY

- |                              |                             |                             |
|------------------------------|-----------------------------|-----------------------------|
| 1 - Peel Street Bridge       | 6 - the 'secret' alley      | 11 - Little Ann St environs |
| 2 - Motorway footbridge      | 7 - Pennywell Road & spaces | 12 - Wade St bridge         |
| 3 - Riverside Park           | 8 - the Alder tree triangle | 13 - Clement St environs    |
| 4 - April's View             | 9 - Newton St. pocket park  | 14 - the Ball Court         |
| 5 - J3 Pedestrian roundabout | 10 - the Willow tree        |                             |



image: artist as canvas. 08.06.22  
photo: Seth Richardson



ART IS FOR  
EVERYONE

SHANGRILART WAS CREATED FOR THE PURPOSE OF PROVIDING  
LIMITED EDITION ART  
AT AN EXPENSIVE PRICES

SUPPORT ACCESSIBLE  
ARTISTS AND EVERYONE





*"I don't feel too comfortable in the park at night."*  
(local resident)

*"Please have more conversations with young people."  
(local resident)*



# Emergent Themes

"Not to find one's way around a city does not mean much. But to lose one's way in a city, as one loses one's way in a forest, requires some schooling. Street names must speak to the urban wanderer like the snapping of dry twigs, and little streets in the heart of the city must reflect the times of day, for him, as clearly as a mountain valley."

Walter Benjamin

The creative conversations revealed 3 key themes that should be used to help guide and shape the future vision of the Frome Gateway.

These are:

## 1. NAVIGABILITY:

a place that is safe, easy, engaging and enriching for all users, residents, businesses and people moving and passing through.

## 2. LEGIBILITY:

a place that is the clear and imaginative expression of an inspiring local identity, growing cultural diversity, community connectedness and local distinctiveness.

## 3. CONVIVIALITY:

a place of genuine human interaction, warmth and kindness, creativity, understanding, nature connection, shared learning, celebration and neighbourliness. A place for well-being.

As a local resident told us during one of our conversations:

*"This area gives me a sense of home; it is always somewhere I return to."*





Guinness

P.





*"The M32 is like a tunnel - please connect the communities across it better. I don't want to lose the green space and I actually like the industrial structures close-by - they are part of the fabric, identity and character of the place."  
(local resident)*

# Key Ideas

"We cannot seek achievement for ourselves and forget about progress and prosperity for our community...Our ambitions must be broad enough to include the aspirations and needs of others, for their sakes and for our own."

Cesar Chavez



During our conversations, participants shared a number of recurring ideas for inclusion within the future vision of the Frome Gateway.

These are combined and summarised as follows:

- A dedicated creative cultural centre comprising learning spaces, art spaces and communal buildings, including garden spaces for growing, making and sharing food.
- Distinctive cultural design expression and playfulness in the style, form, layout, rhythm, sequence and materials of new buildings, streets, parks and public spaces.
- Affordable family housing, including an integrated community room at the heart of all new development(s) together with dedicated, high quality communal spaces and gardens.
- Enhanced human connection to nature and wider access to wildlife habitats for personal and community wellbeing, learning and growing together.
- Long-term community food growing projects, private and communal gardens and productive landscapes; including allotments, orchards, and a city farm.
- Safer, colourful, pedestrian-friendly and playful streets; with particular attention to (slowing traffic down on) Pennywell Road to help the area become more welcoming and better connected.
- Safe, comfortable, navigable, connected and welcoming public realm.
- Acknowledge, open ('daylight') and celebrate the River Frome - make it accessible, allow people down to the water, to touch and interact with it.
- Ensure and sustain physical, cultural and social connections across the area and enhance connectivity with wider Bristol communities.
- Collective learning, openness and sustaining awareness programme to invigorate collective and personal responsibility e.g. in dealing with nuisance, anti-social behaviour, rubbish/fly-tipping, tagging etc.
- Ensure varied, accessible and better (formal and incidental) play opportunities for everyone; in Riverside Park and the streets and public spaces of new developments.
- Ensure that the neighbourhood really feels like home for everyone here such that it engenders a true sense of belonging, growth, equality and long-term connection.



images: the public display of findings. Riverside Park. 30.07.22

8. IS A WELCOMING PLACE FOR MEETING, CO-OPERATION, CREATIVITY, THRIVING + GROWTH, AND ACTIVELY ENCOURAGES RESPECT, OPENNESS + SPONTANEITY

9. FREELY ENABLES SHARING AND SHARED LIVED EXPERIENCES

10. IS A SPECIAL PLACE THAT ACTIVELY LISTENS TO ITSELF



1. ...

2. ...

3. ...

4. ...

5. ...

6. ...

7. IS A DISTINCTIVE, CREATIVE + PLANNED ARCHITECTURAL EXPRESSION OF ENDURING EMPATHY, KINDNESS, PRIDE, PRODUCTIVITY + GENEROSITY

8. IS A WELCOMING PLACE FOR MEETING, CO-OPERATION, CREATIVITY, THRIVING + GROWTH, AND ACTIVELY ENCOURAGES RESPECT, OPENNESS + SPONTANEITY

9. FREELY ENABLES SHARING AND SHARED LIVED EXPERIENCES

10. IS A SPECIAL PLACE THAT ACTIVELY LISTENS TO AND SPEAKS OUT FOR ITSELF, ITS CITIZENS, NATURE AND THE WIDER WORLD

DRAFT FOR COMMENT  
30 JULY 2022



images: the public display of findings. Riverside Park. 30.07.22



# statement of intentions

"a manifesto is a communication made to the whole world, whose only pretension is to the discovery of an instant cure for political, astronomical, artistic, parliamentary, agronomical and literary syphilis. It may be pleasant, and good-natured, it's always right, it's strong, vigorous and logical. Apropos of logic, I consider myself very likeable."

Tristan Tzara

(extract from: Dada Manifesto On Feeble Love And Bitter Love (1920))



The key ideas shared by the project participants and expressed here should not be seen as too demanding, unrealistic or prescriptive.

Indeed, they are reasonable expectations for how and where most people wish to live. These responses demonstrate profound sensitivity, awareness and empathy towards the local area - both its qualities and shortcomings - and, most importantly, what it offers for community growth, transformation and development in the future and humanity in general.

This is exciting. And should be celebrated.

Many people - local citizens and passers-by - understand the need for change in the Frome Gateway.

Most of them perceive and recognise its potential for development.

All of them request that future transformation takes place carefully, respectfully and equitably.

There is tremendous hope that local change will ensure that there are equal opportunities for everyone, that biodiversity and nature connection is enhanced, that the river becomes more accessible, that local businesses thrive and that the community can grow sustainably and in ways that enable all of its citizens (and visitors) to learn, celebrate and play together.

The Statement of Intentions (on the following page) is compiled in recognition of these clear and important community aspirations.

In the spirit of various art movements and the modernist avant-garde, it is akin to an artist manifesto and offers a set of clear ideas in the form of a framework that could be agreed and adopted by all stakeholders associated with the Frome Gateway.

It is not a set of false promises or unrealistic aims and is presented here very much as a 'work in progress'.

It is hereby declared that  
the area known as the Frome Gateway, in St Judes, in Bristol,  
will now,  
and  
into the future,

aspire to become  
a neighbourhood

that always:

1. Is authentically and continuously co-created on common ground.
2. Recognises the necessity for positive change and allows for growth, dwelling, flourishing and flow of all individuals, the community and visitors.
3. Nurtures diversity, creativity, human connection, resilience, learning together and the exchange of ideas and aspirations.
4. Values and celebrates the flourishing of all life and living things and continuously enhances an enriching (human) connection with nature.
5. Acknowledges the presence of the River Frome as a key local (and global) asset and seeks to better integrate it into the daily experiences of residents, park users and passers-by.
6. Offers and encourages a sustaining and meaningful variety of play opportunities and playfulness for everyone in the community.
7. Is a distinctive, well planned and co-produced architectural expression of enduring empathy, kindness, peace, pride, productivity and generosity.
8. Is a welcoming place for meeting, co-operation, creativity, thriving and growth and actively encourages respect, openness and spontaneity.
9. Freely enables positive sharing and shared lived experiences.
10. Is a special place that actively listens to, and speaks out for itself, its citizens, nature and the wider world.

In wishing Penny well

We trust that this will be so. Good growth is profoundly important here.

16th August 2022.



So, the thoughtful and thought-provoking words articulated here are meant to be aspirational for ALL parties (including BCC departments, developers, local residents, businesses, parks, public spaces, the river, the trees, the bricks, the birds and all other living and non-living things) and should not be used as a list of absolutes or demands.

It is, in fact, more of a philosophical doctrine and emphasises the value of nurturing, sustaining and celebrating human, more than human and non-human connections, interactions and exchange - co-creation - in order to achieve positive, appropriate and enduring local change that has true value, meaning and longevity.

Furthermore, there is something profound and necessary about acknowledging and respecting the desire and need for an on-going and flourishing creative dialogue with residents and stakeholders for the Frome Gateway and its future transformation.

“Every human being is an artist, a freedom being, called to participate in transforming and reshaping the conditions, thinking and structures that shape and inform our lives.”

Joseph Beuys

# Creative Learnings & Recommendations

“With cities, it is as with dreams: everything imaginable can be dreamed, but even the most unexpected dream is a rebus that conceals a desire or, its reverse, a fear.

Cities, like dreams, are made of desires and fears, even if the thread of their discourse is secret, their rules are absurd, their perspectives deceitful, and everything conceals something else.”

From *Invisible Cities* by Italo Calvino

“A child who does not play is not a child, but the man who does not play has lost forever the child who lived in him”

Pablo Neruda

“I want to see a city that is built for 8 year olds first and adults after. Take space away from cars and give it to children so that my daughter can have the freedom and independence her grandparents enjoyed. We would also like to paddle in the river!”

local resident

Trust the process - challenge all preoccupations and preconceptions, let go of control and go with the flow - the project needs to shape itself, but it also needs space to breath.

Allow time for deeper explorations, broader thinking, wider research and longer conversations.

There is more here than you think....

Being present is both a necessary and important prerequisite to really feel the place and begin to understand the nuances and characteristics - the breath, the voices, the ghosts and the fingerprints - of this complex urban setting.

The compressed timeframe for delivery made the project fairly intense with limited space for thinking through the process, deeper reflection and testing other ideas.

With a little more time, the project might have been more ambitious, imaginative and felt more embedded locally.

However, such an open, spontaneous and flexible approach to experimenting with creative ideas and engagement methods offered a rich and varied approach. The ideas here could be developed further and expanded upon moving forwards.

The happenings, interventions and chance encounters were nonetheless meaningful and engaging gestures that elicited a number of profoundly important, relevant, place-specific and thoughtful ideas from participants.

A dedicated working group of local residents/stakeholders could help to shape and deliver the project in the true spirit of co-creation/co-design in the future.

It is clear that people don't need to be patronised - all participants and contributors understood the context and rationale for wishing Penny well and all of their responses, concerns and ideas for the local area chimed with the spirit of the Frome Gateway project.

Participants want the future transformation to aim high, to be ambitious, and they deserve to be listened to. Their ambitions and aspirations for the development of the area are rooted in sensitivity, empathy and respect for the neighbourhood as a whole. This is an important point - the creative process amplified the need to meaningfully, imaginatively and consistently engage with people to ensure that their voices are heard and thoughtfully echoed back to them.

The crucial local connections and inter-relationships need to be imaginatively and gently nurtured to ensure on-going and sustainable inclusivity, authentic conversations and future flourishing.



*"What is here for us?"*  
(local resident)



image: the pocket park under the alder trees  
at the junction of Pennywell Road and Goodhind Street. 22.06.22  
Photo: Seth Richardson



**appendix 1:**  
**participant responses**  
**& comments**

Below is a selection of thoughts, feedback, ideas and aspirations from the many people who engaged with wishing Penny well.

"I would really like to see the river opened up. And, no high-rise buildings. Green space is becoming more and more valuable with more people living in flats."

"I treasure the corrugated industrial buildings over there."

"I walk here everyday and have seen a heron and a swan. I think that there should be something for everyone - we are all equal after all."

"Please have more conversations with young people."

"More good quality social housing would be good."

"More places to eat and to drink and to grab a cup of coffee would be really good."

"There are no good playgrounds on this side (of the M32). It would be great to have a place here to tire the children out."

"Clean the river, get down to the water and more play things would be good."

"I feel unsafe at night on the passage at Riverside Park (from bridge to bridge). I would appreciate more lighting and a wider footpath. I do like to walk along the river in the daytime."

"The M32 is like a tunnel - please connect the communities across it better. I don't want to lose the green space and I actually like the industrial structures close-by - they are part of the fabric, identity and character of the place."

"It is the first time I can see fish in there."

"I have been living here since I was a child, so I hope that the changes won't be devastating."

"Let's have more spaces for play, more biodiversity - a proper green ribbon - and better access to the river. Make Riverside less of a thoroughfare and more of a destination."

"Make Pennywell Road more welcoming and safer and more pedestrian-friendly"

"I don't feel too comfortable in the park at night"

"It is important for communities to be connected"

*"I treasure the corrugated industrial buildings over there."  
(local resident)*





"Definitely keep the green, we need it"

"A community hub for an expanding community would be good; more community rooms, a space offering training and courses, a new GP and a nursery"

'Riverside feels like a functional space with functional greenery. It should be more than a connecting space and one that also deals with the tension between cyclists and pedestrians"

"I would really like to see the river opened up and the community being able to use it - you can't even see it."

"Add more havens, refuges and privacy spaces; particularly for women to feel safe in."

"I hope that the streets have no more cars and become safe for children; with more space to walk and a park."

"There should be loads of gorgeous greenery, clean air and a zebra crossing. I really want play equipment in Riverside Park."

"I want to see a city that is built for 8 year olds first and adults after. Take space away from cars and give it to children so that my daughter can have the freedom and independence her grandparents enjoyed. We would also like to paddle in the river!"

"I hope that children can have more space to run free."

"I want a big eco-house and clean rivers."

"I hope that the air quality gets better and nature is allowed to run wild. I want to see a clean river that children can play in and a city without any cars. The space should be given back to children and taken away from adults."

"I hope that the area has more greenery in the future, less cars and a better environment."

"I want to see the river safe so that we, and other children, can play in it."

"I hope that everyone can be respected for who they are and what they enjoy. Although we are all different, we should have a fair share. For example; everyone should have their own garden."

"This area is the part of Old Market that no-one really knows....."

"What is here for us?"

"I don't think people know it is an environment."

# appendix 2:

## artist research: useful references

image: 'Railings' by Francis Alÿs. London. 2004.

Jane Jacobs (1916-2006) was an urbanist and activist whose writings championed a fresh, community-based approach to city building. She had no formal training as a planner, and yet her 1961 treatise, *The Death and Life of Great American Cities*, introduced ground-breaking ideas about how cities function, evolve and fail. The impact of her observation, activism, and writing has led to a 'planning blueprint' for generations of architects, planners, politicians and activists to practice.  
Ref. <https://centerforthelivingcity.org/janejacobs#info>

Erich Fromm (1900-1980) was a German social psychologist and philosopher who criticised modern capitalist society on the basis of Marxist and Freudian arguments. He is known for his books discussing how to create better societies and his analysis of love.  
Ref. <https://daily-philosophy.com/ultimate-guide-erich-fromm/>

Diane Arbus (1923-1971) is one of the most original & influential photographers of the 20th century.  
Ref. <https://fraenkelgallery.com/artists/diane-arbus>

Bruce Mau's *Incomplete Manifesto for Growth* (1998).  
Read the full manifesto here:  
<https://brucemaustudio.com/projects/an-incomplete-manifesto-for-growth/>

Read about Walter Benjamin (1892-1940) - German Jewish philosopher, cultural critic and essayist - here:  
<https://plato.stanford.edu/entries/benjamin/>  
<https://www.theguardian.com/books/2014/aug/07/walter-benjamin-critical-life-howard-eiland-michael-w-jennings-review>

Pablo Neruda (1904-1973) is one of the most influential and widely read 20th-century poets of the Americas. "No writer of world renown is perhaps so little known to North Americans as Chilean poet Pablo Neruda," observed New York Times Book Review critic Selden Rodman.  
Ref. <https://www.poetryfoundation.org/poets/pablo-neruda>

César Chávez (1927-1993) was a folk hero and symbol of hope to millions of Americans. In 1962, he and a few others set out to organize a union of farm workers. Nearly everyone told them it was impossible. But for a time they succeeded beyond anyone's wildest imaginings. An ardent advocate of nonviolence, Chávez was one of the most inspirational labor leaders of the 20th century, with an influence that stretched far beyond the California fields.  
Ref. <https://aflcio.org/about/history/labor-history-people/cesar-chavez>

Tristan Tzara (1896-1963) French Hungarian poet and tirelessly energetic propagandist for Dada.  
Read more here: <https://www.dadart.com/dadaism/dada/037-Tzara.html>

Joseph Beuys (1921-1986) was a German artist, teacher, performance artist and art theorist whose work reflected concepts of humanism, sociology and anthroposophy. He was a founder of Fluxus, a provocative art movement, and was a key figure in the development of Happenings. Ref. <https://www.tate.org.uk/art/artists/joseph-beuys-747>

Italo Calvino (1923-1985). *Invisible Cities* was first published in 1972 and is a book in which Marco Polo conjures up cities of magical times for his host, the Chinese ruler Kublai Khan, but gradually it becomes clear that he is actually describing one city: Venice.

100 Artist Manifestos - from the Futurists to the Stuckists. Selected by Alex Danchev:  
<https://www.penguin.co.uk/books/176016/100-artists-manifestos/9780141191799>

10 Art Manifestos that shook up the art world:  
<https://www.royalacademy.org.uk/article/ten-game-changing-manifestos>

Serpentine Gallery Pavilions:  
<https://www.inexhibit.com/case-studies/serpentine-galleries-pavilions-history/>

Article: Many cities are trying to be distinctive, but too many are trying to do so by copying each other. Beyond the boutiques and public art, is there any fresh thinking, asks Patrick Butler (article)  
<https://www.theguardian.com/society/2008/oct/01/cities.regeneration.architecture>

Project for Public Spaces: <https://www.pps.org>

Creativity & Placemaking: Building Inspiring Centers of Culture  
<https://www.pps.org/article/creativity-placemaking-building-inspiring-centers-of-culture>

Article: Green bridges and wildlife overpasses:  
<https://www.theguardian.com/environment/2021/jan/23/how-wildlife-crossings-are-helping-reindeer-bears-and-even-crabs-aoe>

Nature connection handbook (University of Derby. May 2022) – download here:  
<https://findingnatureblog.files.wordpress.com/2022/04/the-nature-connection-handbook.pdf>

The handbook is designed to be used by a wide range of organisations and individuals who have an interest in helping people grow closer to nature and offers an accessible summary of nature connection research and application, a framework and guidance for helping people improve their connection with nature, and examples of activities and initiatives that support and develop nature connection.

Article: Urban farmers & community food growing  
<https://www.theguardian.com/cities/2015/jul/09/urban-farmers-community-food-growing-around-world-in-pictures>

Veg Cities. Veg Cities is a feature campaign of Sustainable Food Places, led by food and farming charity Sustain in partnership with the wider Peas Please initiative. Sustain, in collaboration with the Peas Please initiative, is working with local authorities, food groups and organisations from schools, to hospitals, workplaces, food growing enterprises and restaurants.  
<https://www.vegcities.org/about/>

Edible Bristol: <https://ediblebristol.org.uk/our-story/>

<https://ediblebristol.org.uk/urban-food-growing-trail-a-bristol-2015-project/>

Trinity Community Garden: <https://www.trinitybristol.org.uk/activities/garden>

Article: Daylight the River:  
<https://www.theguardian.com/cities/2017/aug/29/river-runs-global-movement-daylight-urban-rivers>

7 Cities Transforming Their Rivers From Blights to Beauties:  
<https://www.wired.com/2016/08/7-cities-transforming-rivers-blights-beauties/>

'Paradigm Shift in Seoul' by Soo Hong Noh (October 2018)  
Article about the inspirational restoration of the Cheonggyecheon River in Seoul:  
<https://medium.com/vision-zero-cities-journal/paradigm-shift-in-seoul-3895fe381b61>

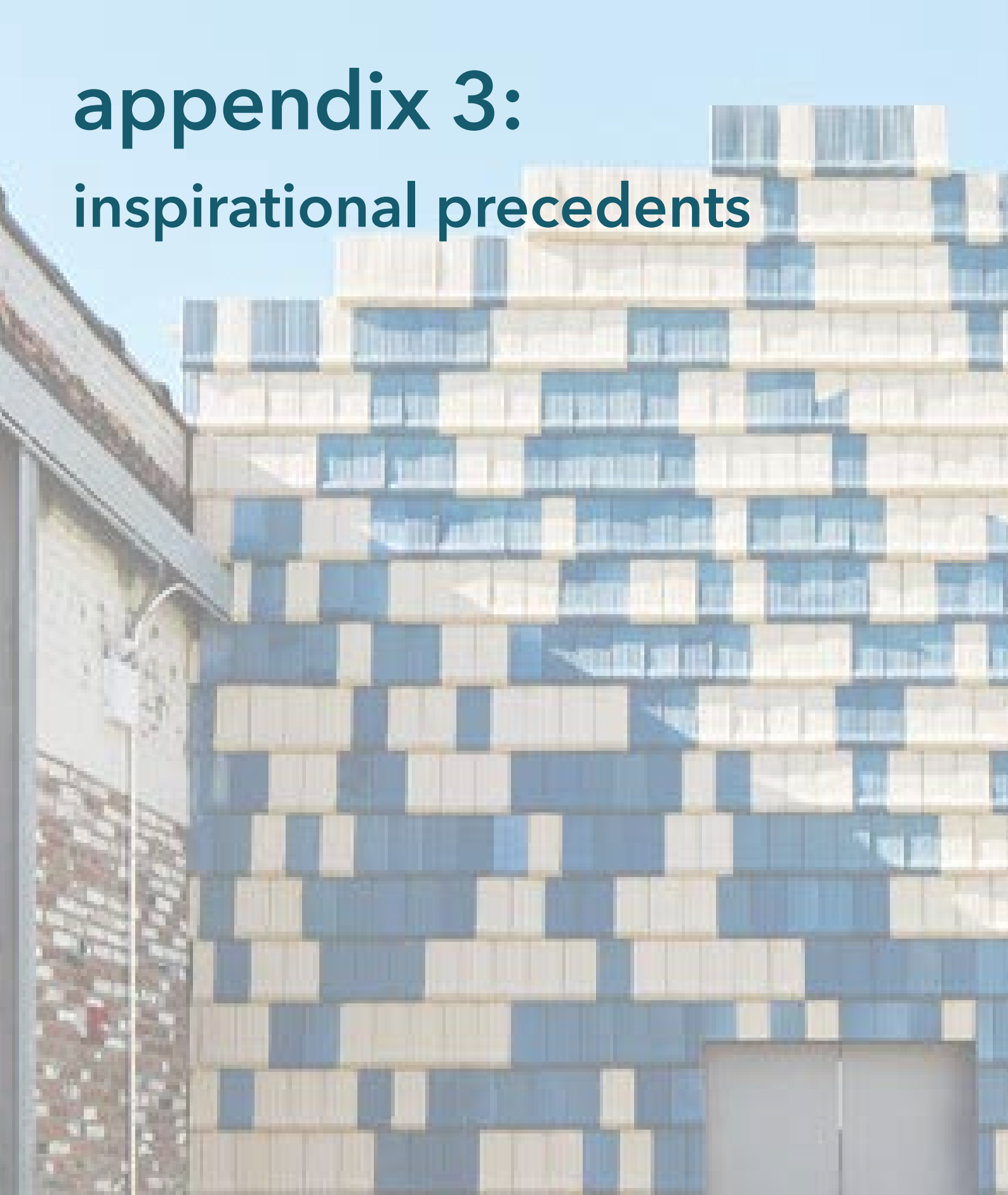
Union Street Urban Orchard:  
<https://betterbankside.co.uk/bankside/urban-forest/union-street-urban-orchard/>

A Playful City is Ireland's first not-for-profit focused on creating more playful, engaging and inclusive cities with and for communities. <https://www.aplayfulcity.com>

The Frome Gateway Story by Peter Insole  
<https://storymaps.arcgis.com/stories/b5fc190251be438fabf992da209741f7>

# appendix 3:

## inspirational precedents



The following pages illustrate a small selection of inspiring precedents that might be useful during future discussions. They demonstrate imaginative solutions implemented elsewhere to some of the familiar issues across the Frome Gateway area and include 'green' bridges, urban orchards, playful streets, structures and architecture and 'daylighting' rivers. All referenced in Appendix 2.



Images: examples of inspiring precedents that might be useful in future discussions. All referenced in Appendix 2.





Images: examples of inspiring precedents that might be useful in future discussions. All referenced in Appendix 2.

